

File

PHILIP MORRIS U. S. A.

I N T E R - O F F I C E C O R R E S P O N D E N C E

Richmond, Virginia

To: . Dr. K. S. Houghton

Date: December 29, 1986

From: . J. E. Wickham

Subject: . TITL Market Survey #29

The recent data for Market Survey #29 was higher than the previous Market Survey #28 by 0.4 mg for tar and 0.7 mg for CO. The apparent reason for this is a higher puff count (up by 0.3 puffs). According to Dr. Steele, there is no apparent reason for this increase in puff count. Market Survey #28 was tested at the "old" facility and Market Survey #29 was tested at the "new" facility.

This situation compounds itself for cigarettes that have tar deliveries 14 mg and higher. These brands average 1.2 mg higher for tar and CO deliveries when compared to Philip Morris data.

The sample tested by TITL was obtained and smoked at R&D. The data in Table I showed the tar delivery of the TITL. A comparison sample of Marlboro 85 and Winston 85 smoked at the same time are also shown to illustrate the level of smoking at R&D has not changed.

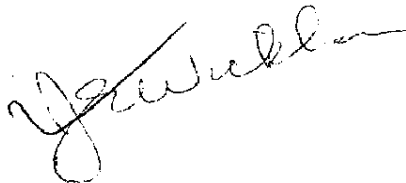
Dr. Steele admits the results of Market Survey #29 are higher probably the result of the higher puff count. He has requested me to exchange some samples with him which I shipped to him today.

It will probably be December, 1987 or early 1988 before the FTC finishes testing this market survey. I will attempt to get the Marlboro data as soon as available.

/nb

Copy:

J. S. Crichton
C. E. Horner
L. F. Meyer
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TABLE I
PHILIP MORRIS
CI SAMPLE

			<u>TITL</u>	<u>SAMPLE</u>
			<u>R&D LAB</u>	<u>TITL LAB</u>
	<u>Previous* Present</u>			
<u>MARLBORO 85</u>				
January, 1986	16.4	16.4	16.4	17.0
November, 1986	15.9	15.8	---	
<u>WINSTON 85</u>				
January, 1986	15.4	15.3	Not Available	16.8
November, 1986	15.1	15.6		

*Previous data generated during regular CI testing.